



# UPDATE

Montana Department of Commerce

## Ready, Set, Go — On the Road to 2007

Governor Judy Martz officially endorsed the 5-year Montana Tourism & Recreation Strategic Plan—Big Sky Value at a news conference on December 16, 2002. In her remarks Governor Martz stated that the tourism and recreation industry is one of the pillars of Montana's economy. She also called it a model for our state's future economic growth due to its focus on, and its success at creating partnerships, regional development, and creating teams to accomplish the job at hand. She ended her comments with the following, "I'll be working with our state agencies and through our partnership with federal agencies involved in the Montana Tourism and Recreation Initiative — MTRI — to begin the implementation of this plan in the new year."

In addition to the Department of Commerce Montana Promotion Division, the Montana Tourism and Recreation Initiative (MTRI), a multi-agency cooperative involving 18 state and federal agencies that have tourism and recreation programs within their operations, was a co-sponsor of the planning process.

Some of the key objectives of the plan:

- Tourism must be sustainable, and consistent with the values of Montanans: access to public/private lands and waters, maintenance of natural/historic/cultural assets and infrastructure are key issues to address.
- Maintain and enhance Montana's transportation system: ground, air, and rail.

■ Highly targeted, strategic promotion is needed to maintain competitiveness. Packaging is needed to make Montana easier for visitors to plan and purchase vacations.

■ Partnerships are critical to the success of Montana's tourism & recreation efforts.

■ Stronger links between value-added agriculture and tourism.

According to Betsy Baumgart, Administrator of the Department of Commerce Montana Promotion Division, the plan was developed to be market driven—for tourism and recreation to respond to the market demand presented by both Montanans and out of state visitors.

The strategic plan document is available electronically on Travel Montana's Intranet site: [www.travelmontana.state.mt.us](http://www.travelmontana.state.mt.us).

## "Can You Hear Us Now" Governor's Conference 2003

With the completion of the 2003-2007 Strategic Plan for Montana Tourism and Recreation, there is a lot of discussion about communication. Communication with Montana's visitor markets; communication among Montana's Tourism and Recreation partners; and communication with Montanans. Building from that communication focus, the theme for the 2003 Montana's Governor's Conference on Tourism and Recreation is "Montana Tourism: Can You Hear Us Now?"

The March 24-25 conference will take place at the Colonial Hotel in Helena. Registration forms, conference basics, sponsor & exhibitor information as well as contacts for Helena lodging and events are available at [www.travelmontana.state.mt.us/conference/](http://www.travelmontana.state.mt.us/conference/).

The keynote speaker for this year's conference is J. Walker Smith, Ph.D., president of Yankelovich Partners, Inc. *Fortune* magazine describes Smith as "one of America's leading analysts on consumer trends." He was one of the top speakers at TIA's 2002 Marketing Outlook Forum. His Montana presentation will focus on understanding consumer attitudes for more effective marketing. We'll share more on other conference agenda items in future editions.

If you are interested in exhibiting or being a conference sponsor, contact Sarah Lawlor, 406-841-2870, [slawlor@state.mt.us](mailto:slawlor@state.mt.us).

## Nominate Your Favorites

It's time to nominate outstanding tourism person, place, and things for 2003. This year, in addition to Tourism Person and Community of the Year, awards for Tourism Event and Tourism Partnership have been added to the field. Further information and nomination forms are available by calling Amy Robbins at 406-841-2769 or via the Intranet site at [www.travelmontana.state.mt.us/conference/awards.htm](http://www.travelmontana.state.mt.us/conference/awards.htm). The deadline for nominations is Friday, February 28.

## News from the Front—Tourism Legislative Issues

The halls at the state capitol will be bustling once again as the 58th Montana Legislature convenes in Helena on January 6. Anna Marie Moe will assist Department

## Did You Know?

- Big Sky Resort was recently listed as one of the "Best Family Snow Places in North America."
- The North American Travel Journalist Association named Montana Rockies Rail Tours "2002 Best Railroad". They also received a top score on FDA inspection.
- Linda Peavy and Ursula Smith, historical consultants for PBS's Frontier House, have been awarded the 2002 Vivian Paladin Award for the best article published in *Montana The Magazine of Western History*. The article is entitled "World Champions: The 1904 Girls' Basketball Team from Fort Shaw Indian Boarding School."

Montana Department of Commerce, Promotion Division, Betsy Baumgart, Administrator  
406-841-2870 • TDD 406-841-2702 • fax 406-841-2871 • web: [visitmt.com](http://visitmt.com)  
industry intranet: [travelmontana.state.mt.us](http://travelmontana.state.mt.us)

of Commerce Montana Promotion Administrator Betsy Baumgart with legislative duties. For the most current tourism related legislation click on [www.travelmontana.state.mt.us](http://www.travelmontana.state.mt.us).

## Marketing Plan Available

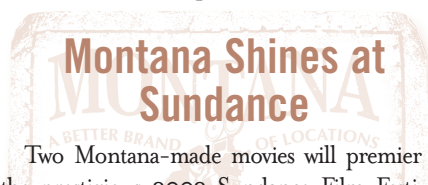
The *Report on the Montana Tourism Industry, January, 2003* is now available. It contains a comprehensive look at the previous year's "state of the industry" and the Department of Commerce Montana Promotion Division's programs and goals for the coming year. To receive a copy contact us at 406-841-2870. An electronic version is available at [www.travelmontana.state.mt.us/marketingplan/](http://www.travelmontana.state.mt.us/marketingplan/).

## SEGP Grant Application Deadline is January 17, 2003

In October 2002, Montana communities, organizations and tribal governments sponsoring or planning special event projects were once again invited to apply for \$50,000 in state tourism "bed tax" grant funds available from the Montana Department of Commerce Special Events Grant Program (SEGP). The SEGP application deadline is Friday, January 17, 2003.

A Department of Commerce/Governor's Tourism Advisory Council scoring committee will review and rank the proposals. A SEGP funding recommendation list will be submitted to the Montana Department of Commerce Director, Mark Simonich, for final approval. Grant recipients for the January 2003 deadline will be announced in early spring.

For more information about the SEGP, or to request an application, contact Carol Crockett, 406-841-2870. SEGP application materials can be downloaded at [www.travelmontana.state.mt.us/newsandupdates/](http://www.travelmontana.state.mt.us/newsandupdates/).



Two Montana-made movies will premier at the prestigious 2003 Sundance Film Festival, January 16-26. *Northfork*, a film by twin brothers Michael and Mark Polish was shot in the Great Falls, Choteau, and Glasgow areas in spring 2002. The all-star cast includes James Woods, Nick Nolte, Daryl Hannah, Anthony Edwards, Kyle MacLachlan, Peter Coyote, and Montana's own Duel Farnes as the orphan Irwin.

*White of Winter*, shot in the Bozeman and Livingston areas last winter, looks at a woman searching for a lost child that may only exist in her mind. Zoe Poledouris, Bret Roberts, Tamara Zook and Joseph Chase star.

The Department of Commerce Film Office is a sponsor of the 2003 Sundance Film Festival in partnership with the film offices of Wyoming, South Dakota, and Idaho. The film office will also host a filmmaker reception on January 19. According to Sten Iversen, Film Office Manager, "Taking part in an important festival like this gives us direct access to serious filmmakers. Reaching them is part of what this job is all about."

For more the latest news from the Montana Film Office log on to [www.montanafilm.com/newsforE.htm](http://www.montanafilm.com/newsforE.htm).

## It's A Fact!

Astound your friends and neighbors (as well as your local government officials and business people) with your knowledge about the Montana tourism industry. We now have several "Fast Facts" fact sheets available for download on the Department of Commerce Travel Montana Intranet site [www.travelmontana.state.mt.us](http://www.travelmontana.state.mt.us). You never know when you'll want to dazzle someone with the fact that the 2001 "Return on Investment" per one lodging tax dollar spent was \$195.

*Alternative accessible formats of this document will be provided to disabled persons on request.*

## Calendar of Events

### January

- 7-8 Gateway to Opportunity seminar, Glendive
- 16-26 Sundance Film Festival, Park City, UT (Film Office)
- 18 Lewis & Clark Day in Montana, Helena—Capitol
- 24-29 Irish Road Show (International)

### February

- 1-6 American Bus Association Convention, Indianapolis, IN (Group Travel)
- 4-5 Tourism Advisory Council Meeting, Helena
- 5 Tourism Day at the Capitol, Helena noon, Capitol Rotunda (RSVP to 406-442-4141)
- 8-12 Go West Summit, Albuquerque, NM (International)
- 13-18 BIT trade show, Milan (International)
- 19-21 Sales training, Amsterdam (International)

For all of the latest Montana tourism industry information log on to:  
**[travelmontana.state.mt.us](http://travelmontana.state.mt.us)**.



Travel Montana • Montana Film Office  
Montana Department of Commerce

301 S. Park  
PO Box 200533  
Helena, MT 59620-0533

STD PRSRT  
U.S. Postage  
PAID  
Helena, MT  
Permit No. 20